NEWS / A22
Peso hits 4-year high: 49.66 to $1

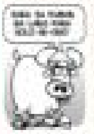
SPORTS / A28
Nation rolls out red carpet for boxing hero Pacquiao arriving today

BUSINESS / B1
Ayala sells Oakwood to Singapore firm for P2.7 billion

ENTERTAINMENT / G4
Superstars from Hollywood, Manila among sold-out crowd at Barbra Streisand's concert in LA



Russian blasts golf ball into orbit in space stunt



PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Friday, November 24, 2006 | 18 sections | Vol. 21 | No. 358 | P18

Same prices gave away PSALM manipulation

By Abigail L. Ho and TJ Burgonio

Saga of Bataan nuclear plant debt ends next year

By Gil C. Cabacungan Jr.

BY THE END OF NEXT YEAR, THE Philippines shall have unshackled the ball-and-chain debt that has hobbled a generation of Filipinos ...



NOT A SINGLE spark of electricity has been produced by the Bataan Nuclear Power Plant.

GMA: Cha-cha must go on

SMC sells entire stake in Coke for $700M

By Elizabeth L. Sanchez



THANKS FOR GIVING: "I am playing mom to orphaned kids and American soldiers and serving them turkey," says US Ambassador Kristie Kenney, who takes leave of her diplomatic duties in Metro Manila to spend time at the Zamboanga City Orphanage Center on Thanksgiving Day, the well-loved American holiday, on Thursday.

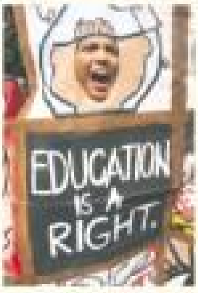
Malacañang allies get marching orders

By Christine O. Avendaño

THE SO-CALLED "FINAL PUSH" FOR CHARTER change (Cha-cha) to bring about the shift to a unicameral-parliamentary system yesterday got the much awaited presidential nudge.

Congress OKs biofuels bill; ₱35-B annual savings seen

By Philip C. Tubeza and TJ Burgonio



CASH-STRAPPED students take to the streets of the cash-strapped university in Diliman.

NO RAISE SINCE 1989

UP studes cry no to tuition hike by 300%, boycott classes

By DJ Yap

SPECIAL REPORT



"THE DIFFERENCE" between UP and other universities

Cebu cab drivers get crash course on cleanliness

By Doreen Napallacan
Inquirer Visayas

WEATHER FORECAST

[illegible]

Second FrontPage

Miriam got it wrong, says solon

THE IRREPRESSIBLE SEN. MIRIAM DEFENSOR-Santiago got it all wrong, according to House appropriations committee chair Rep. Joey Salceda who yesterday denied the senator's claim that the House had bloated the proposed 2007 national budget by as much as P8 billion.

[illegible]

Senators ask: Where's our pork?

By [illegible]

[illegible]

No pork

[illegible]

Nothing for Drilon

[illegible]

What releases?

[illegible]

SC asked to reconsider Philcomsat ruling



Asean summit: 90 meetings in 80 days

This time, it will be different, says GMA

PUBLIC SERVICE ANNOUNCEMENT

Pfizer Philippines' primary concern is patient safety

Pfizer, the leading global pharmaceutical company founded more than 157 years ago, has been serving the healthcare needs of Filipinos for more than 50 years. Pfizer Philippines is one with the Philippine government in ensuring that all medicines made available to patients are effective, safe and of high quality.

This is why Pfizer Philippines has raised safety concerns regarding importing products from unauthorized foreign sources. Compounding this concern is the high incidence of counterfeit medicines from illegitimate sources which continue to be a dangerous problem not only in the Philippines but globally.

Setting the record straight

A number of repeatedly published statements have inaccurately described Pfizer in the Philippines and its anti-hypertensive medicine, amlodipine besylate (Norvasc).

• Pfizer's patent infringement case

Pfizer Philippines' patent over amlodipine besylate (Norvasc) is valid until June 2007. Despite knowledge of the existence of such a patent, imported amlodipine besylate (Norvasc) from unauthorized sources in India and Pakistan was found in the local market. After several attempts to resolve the issue through dialogue failed, Pfizer Philippines was forced to bring the matter before the court to prevent the Philippine International Trading Corporation (PITC) from bringing in and selling amlodipine besylate (Norvasc) from unauthorized foreign sources even before the patent on amlodipine besylate (Norvasc) expires.

Published reports that Pfizer Philippines filed a legal suit to extend its patent for amlodipine besylate (Norvasc) are false and baseless. Registration to market amlodipine besylate (Norvasc) was obtained in less than three months, a full eighteen months before the patent expiry of amlodipine besylate (Norvasc). Contrary to published reports that only samples were imported to seek early regulatory approval, imported amlodipine besylate (Norvasc) was already being distributed and made available for sale in the market.

Philippine laws do not allow early testing and importation of patented products by parties other than the patent owner to obtain marketing authorization. Given this, Pfizer Philippines was left with no choice but to exercise its legitimate rights and file the patent infringement action but just the same, only after discussions failed and written assurances were not obtained.

It is important to point out that this action will not deprive patients access to readily available anti-hypertensive medicines since amlodipine besylate (Norvasc) is merely one of 200 other medicines of this type available in the Philippine market. Furthermore, those patients on Pfizer's amlodipine besylate (Norvasc) will continue to receive treatment for hypertension without interruption.

• Pfizer Philippines and amlodipine besylate (Norvasc) offer great value to patients

Like other pharmaceutical companies, Pfizer Philippines launched a patient program in 2004 that provides discounts for various prescription products through doctors to patients with chronic diseases such as hypertension. There are now tens of thousands of Filipinos who are benefiting from this program.

Currently, the discount for Pfizer's amlodipine besylate (Norvasc) through this program is at 50% of suggested retail price. The claim therefore that amlodipine camsylate which was launched by a leading local company is 60% cheaper than amlodipine besylate (Norvasc) is not true.

• Amlodipine besylate (Norvasc) has no generic substitutes

The Bureau of Food and Drugs (BFAD) has clearly declared that amlodipine besylate (Norvasc) is not the same as amlodipine camsylate. Clinical evidence on amlodipine besylate (Norvasc) should therefore not be considered as applicable to amlodipine camsylate. It is important for patients and physicians to note that claims that this drug may be substituted for amlodipine besylate (Norvasc) are not accurate.

Pfizer Philippines is part of the solution

The average lifespan of the Filipino has increased from 45 to 67 years in the last 50 years, largely due to advanced clinical procedures and innovative medicines discovered by research-based companies like Pfizer. Protection of intellectual property rights including patents has enabled research-based companies to discover new medicines to improve health and prevent diseases, save lives and even enable generic companies to sustain their businesses.

Pfizer Philippines is also doing its share to help build the healthcare infrastructure of the poorest municipalities in the country. Through the Leaders for Health program, in partnership with the Department of Health and the Ateneo Graduate School of Business, Pfizer Philippines is making a difference in the lives of close to 1 million poor Filipinos in 39 municipalities nationwide.

Pfizer

Working for a Healthier World.

Same prices gave away . . .

Pressure to recover losses

Credibility damaged

Incestuous

Birth pains

Lawmaker wants to pull plug on gov't power firm officials

By Philip C. Tubeza

Ramos blames weak population policies on Church



RAMOS

By Cynthia D. Balana

FORMER PRESIDENT FIDEL V. RAMOS yesterday blamed the Arroyo administration's subservience to the Catholic Church for the country's "very weak and lackluster performance in terms of population policies, direction and program."

In his keynote address at a population management forum at the Asian Institute of Management in Makati City, Ramos urged the government to take a more aggressive stand on population issues in order to further boost the economy and dramatically reduce the incidence of hunger in the country.

"The Arroyo administration's population policy has been generally described as flip-flopping, perhaps due to unwarranted subservience to the Catholic Church," Ramos, a Protestant, said.

Grievous sin

The Philippines is 85-percent Catholic. The Church allows only natural family planning methods and considers the use of artificial means of birth control a grievous sin.

Based on the 2000 census, Ramos said, the country's population was growing at the rate of 2.36 percent each year, or 1.6 million babies.

In mid-2006, he said, the population was estimated at over 87 million. By 2020, the number of Filipinos is projected to reach 115.7 million and, given the [illegible], the population could hit 100 million in the next five to six years, he said.

Negating progress

Ramos stressed that rapid population growth would negate the modest strides made in the economy.

He noted that the government had yet to certify as urgent pending legislation on family planning and reproductive health.

"Along with this is the reality that a large number of couples have not been assisted in achieving their fertility goals," he said.

Ramos said the high incidence of hunger as reflected in national surveys might have been avoided had the government pursued a strong population policy.

Right to information

"It is in this light that we affirm that individuals are entitled to information about family planning and services so they can make their own decisions about their reproductive options according to their health needs, family aspirations, religious beliefs and economic situation," he said.

He noted that international donor groups had withdrawn their regular support for contraceptives and birth control devices.

He said the United States Agency for International Development (USAID), one of the most consistent and generous donor agencies, will be phasing out its donations by 2008.

He also lamented the administration's declaration before the United Nations that funds donated by the world body would be used to promote only natural family planning methods.

Misleading

He said this distorted the definition of "responsible parenthood" adopted during the UN International Conference on Population and Development held in Cairo, Egypt, in September 1994.

"Indeed the Arroyo concept of responsible parenthood is not only misleading but a major reversal of the commitments of the Philippine government and our civil society in the Cairo summit with regard to the [illegible] of population policy and long-term sustainable development," Ramos said.

SUPREME COURT HOPEFULS

JBC to interview Miriam et al.

'Outsider'

AFP can work with Ebdane as DND chief, says Esperon

Same recommendation

No problem with Ebdane

First name basis

BIR chief warns businessmen against fake tax enforcers

[illegible]

Noli pushes for tech-voc education

THE DAILY GOSPEL



What went before

SMC sells entire stake in Coke for $700M

Green tea

Better profits

Segmentation

Cebu cab drivers ...

Year-round

Airport security thought snakes were stuffed

[illegible]





HIGH COST OF LEARNING: From P300 per unit to P1,000.



"A PHILOSOPHICAL QUESTION," says ...

UP studes cry n

From page A1

[illegible]

Gov't responsibility

[illegible]

Deadlock

[illegible]

Russian blasts g

From page A1

[illegible]

How far?

[illegible]

Addressing the ball

[illegible]





o to tuition …

Money for corruption

Affordability

olf ball …



PHILIPPINE DAILY INQUIRER

OPINION

Implied reversal

EDITORIAL



Local gov't selling school campuses

AS I SEE IT

Neal H. Cruz

Chilling effect: strange use of libel laws

PASSION FOR REASON

Raul C. Pangalangan

Angara's enigma: last 13 days of Estrada

ANALYSIS



Amando Doronila

Journalists and scoundrels

AT LARGE



Rina Jimenez-David

Retelling history through Malacañang

LOOKING BACK



Ambeth R. Ocampo

'Halal'

PINOY KASI



Michael L. Tan

Public health

Eats and competence

Vegetarians

Time to wage war for cheap drugs

LETTERS

Bicol school also a winner in Robotics tilt

Cheers for Monsod, Carpio, SC justices

American agrees with De Quiros

Full honors for champs

VOICES ON INQ7.NET

'3-term limit' too short for productive mayors

Stop Pacman from joining local politics

Dam water ruins 1,000 ha of farm lots

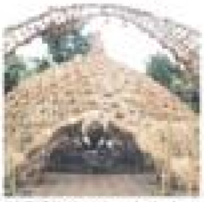
CITY OF SAN FERNANDO—SOME 1,000 hectares of farms in three eastern towns of Nueva Ecija have been destroyed by floods caused by the National Irrigation Administration's discharge of water from the Pantabangan Dam since Nov. 9, a leader of a farmers' group said.

Appeal for end

Too much water

Debris from sunken barge found

Ilocanos show thrifty Christmas decor style



Gang leader slain, 2 men captured in Cabuyao



Roundup

Lawyer, wife shot dead

Ex-mayor convicted of graft

Soldier killed in bus holdup

Inmate runs amuck, hacks 5

Trader, 2 others killed

Fertilizer poisoning

N. Ecija lifestyle exhibit

'Pasalubong' job fair

3 children die in fire

NPA rebels burn truck

1st tourism fair for North areas launched



SCIENCE CENTER



Robinsons Supermarket
WOW!
Low, Low Prices!
Nov. 24 - Dec. 7, 2006
Lipton
₱109.65
Eveready
₱140
Eveready
₱95
Dari Creme
₱25.25
Gardenia
₱42.75
HOT BUY
Pond's
₱114.25
Mokoni
₱125
Shanghai
₱40
₱24.75
Kettle Chips
₱120
San Mig
₱14.75
Enervon
₱630.25
Jufran
₱12.50
Jellyace
₱17.45
₱23
Kettle Chips
₱120
San Mig
₱28.50
₱83.95
Jufran
₱23.75
Jellyace
₱9.95
Argentina
₱24.35
Century Tuna
₱23.50
Whisper
₱28.25
Oracare
₱135
Oracare
₱49
Baygon
₱208.75
Whisper
₱42.50
Baygon
₱89
Lily's
₱82.75
Wilkins
₱12.50
Tang
₱38
Del Monte
₱13.75
Eden Cheese
₱29.45
Lysol
₱133
Champola
₱30.50
Fragrant Pear
₱120
APPLE TAG SPECIALS
Lamb Stew
₱140
Tilapia
₱85
Nov. 24 - Dec. 7, 2006
Eat Well Spend Less

GMA tells allies: Charter change must go on

Working group members

2nd motion

Slow drag

Jumping ship

Saga of Bataan nuclear plant debt ends next year

BNPP TIMELINE

Perverse alternative

What might have been

No guts

Sold as scrap?

Go after Disini

Congress OKs biofuels bill; ₱35-B annual savings seen

Indigenous raw materials

Grow oil

6 firms

Cut dependence on imports

News

SUPERLOTTO 6/49 ₱16,099,911.00

Peso hits 4-year high at 49.66

THE PESO YESTERDAY HIT A NEW FOUR-AND-a-half year high of 49.66 to $1, swept up by a broad-based buying of Asian currencies and the dumping of the US dollar in offshore markets, currency traders said.

Admin bets told: Do your homework

Ping has 2nd thoughts about being mayor

Aplus METRO

Editor: Ester G. Dipasupil

Slay suspects' release doubted

Cops say court order 'irregular'

By Nancy C. Carvajal

DID YOU KNOW

New 'benefit' card awaits Makati gov't employees



There's an easy way to get towed cars back

Not so fast, OMB chair tells cops

MetroBriefs

Champ's welcome

UST law alumni homecoming

Suspected shabu mart owner's companions face charges

Slay suspects' release doubted



Poisoned ex-Russian spy's condition deteriorating





SRP	* Down Payment	12	18	24	36	48	60	72
765,000	99,000	56,193	38,506	29,861	21,251	17,024	14,834	13,481

The WORLD

Editor: [illegible]

UN to assist Lebanon Gemayel probe

UNITED NATIONS—THE UN SECURITY COUNCIL on Wednesday directed UN investigators to provide Beirut with technical help in investigating the murder of anti-Syrian Lebanese Industry Minister Pierre Gemayel.

It made the decision in answer to a letter from UN chief Kofi Annan relaying a request from Lebanese Prime Minister Fouad Siniora for UN assistance "to investigate the murder of Mr. Gemayel."

Siniora specifically asked for help from the UN panel probing the 2005 assassination of Lebanon's former premier Rafiq Hariri. The commission is headed by Belgian prosecutor Serge Brammertz.

The council, in a letter to Annan sent late Wednesday, said it was "determined to support the government of Lebanon in its efforts to bring to justice the perpetrators, organizers and sponsors of the assassination of Pierre Gemayel and others [illegible]."

To that end, council members invited the Brammertz-led panel to "extend its technical assistance as appropriate to the Lebanese authorities in this investigation."

Gemayel, a 34-year-old Christian Maronite politician, was critically wounded following an attack by gunmen in a Beirut suburb on Tuesday and died soon afterwards in a nearby hospital. He was the latest victim in a string of attacks on Lebanese anti-Syrian politicians over the past two years.

Earlier Wednesday, US Ambassador John Bolton told reporters that in his view there was no real doubt on the assistance that the Security Council authorized the UN inquiry panel to provide Lebanon in probing not only the Hariri slaying but 14 other attacks on anti-Syrian Lebanese politicians.

Last September, the head of the UN panel, Belgian prosecutor Serge Brammertz, said that one of his priorities was establishing "the depth, breadth and nature" of links between the Hariri murder and the 14 other attacks on Lebanese foes of Syria.

The 14 cases, which Lebanese authorities have been probing with UN help, include assassinations and assassination attempts targeting anti-Syria Lebanese figures, as well as attacks in commercial districts.

The UN Security Council on Tuesday condemned the murder of Gemayel and endorsed plans for an international tribunal to try suspects in the Hariri murder pending final approval by Lebanese authorities. *AFP*



Nepal celebrates peace deal

KATMANDU, NEPAL—RALLIES celebrating Nepal's peace deal swept the Himalayan country and King Gyanendra accepted the pact between the government and communists who [illegible] up his authoritarian rule.

The unexpected announcement by the royal palace Wednesday followed an agreement between the rebels and government, ending a 10-year insurgency that killed more than 13,000 people.

"His Majesty the king is pleased that a peace agreement has been concluded in keeping with the nation's needs and people's aspirations," a palace statement said.

Prime Minister Girija Prasad Koirala and Maoist rebel leader Prachanda, who uses a single name, signed the accord Tuesday.

Thousands of men, women and schoolchildren celebrated in the streets around the country over the accord. *AP*



BERNINI'S MEDUSA
A view of a marble bust, "Bust of Medusa," made by Italian sculptor Gian Lorenzo Bernini between 1644 and 1648, during its inauguration at Rome's Capitoline Museum after its restoration, Nov. 22. The bust, Bernini's depiction of the Greek mythological character Medusa, is considered to be one of the most original interpretations of the female myth whose gaze could turn people to stone. *AP*

Mexico issues report on 'dirty war' slays

MEXICO CITY—JUST BEFORE leaving office, the administration of President Vicente Fox has quietly put out a voluminous report that for the first time states unequivocally that past governments carried out a covert campaign of murder and torture against dissidents and guerrillas from the late 1960s through the early 1980s.

The 800-page report is the first acceptance of responsibility by the government for what is known here as the "dirty war," in which the police and the army are believed to have executed more than 700 people without trial, in many cases after torture. [illegible]

[illegible]

The document [illegible] that the abuses were not the work of renegade officers, but an official government policy.

[illegible]

"At the end of this investigation," the report said, "it has been proved that the authorities [illegible] the population that organized itself to demand greater democratic participation." *NYT*

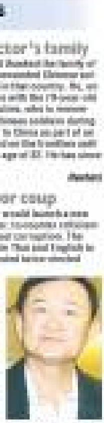
WORLDBRIEFS

China's Hu thanks Indian doctor's family

MUMBAI—Chinese President Hu Jintao [illegible] thanked the family of an Indian doctor on Thursday [illegible] *Reuters*

Thai junta explains reasons for coup

BANGKOK—Thailand's junta said Wednesday it would launch a new public relations [illegible] prime minister Thaksin Shinawatra. [illegible] *AFP*



THAKSIN

US forces fire on Iraq minibus, kill 4

BAGHDAD—US troops opened fire on a minibus, killing four passengers, during a raid on Baghdad's Sadr City district on Thursday, police and witnesses said. [illegible] *Reuters*

Indian man jumps to death, crushes son

NEW DELHI—An Indian man died after trying to break the fall of his suicidal father who had leaped from the eighth floor of their apartment building in New Delhi, a newspaper reported on Thursday. [illegible] *Reuters*

New high in civilian deaths in Iraq

BAGHDAD, IRAQ—More Iraqi civilians were killed in October than in any month since the US invasion in 2003, a report released by the United Nations on Wednesday said, a rise that underscored the growing toll of Iraq's deepening sectarian war.

According to the report, 3,709 Iraqis were killed in October, up slightly from the previous high in July, and an increase of about 11 percent from the number in September.

The figures, which include totals from the Baghdad morgue and hospitals and ministries across the country, have become a morbid barometer of the war here and a gauge of the progress of the US military as it tries to bring stability to this embattled country.

A dangerous trend has continued: [illegible]

The report painted a portrait of social calamity that included 100,000 Iraqis a month fleeing to Syria and Jordan. *NYT*



WHAT'S INSIDE

■ **Woods keeps** Grand Slam title /A20

SPORTS

Editor Teddyvic S. Melendres

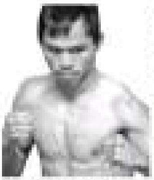
Harbour 5 wallops Kettle Korn



Impressive PBL debut for Intal

JC INTAL SHOWED UP FOR his much-awaited debut and helped Harbour Centre massacre Kettle Korn-UST, 85-66, yesterday in the PBL Silver Cup at the UST gym.

Manila rolls out red carpet for Pacquiao today



Pacquiao-Morales fight scores big in TV viewing

Gin Kings try to stay on course



Chinese GM tops GMA tourney as Filipinos tumble





Green Archers seek No. 4 vs Tamaraws

Hidden facts in the saga of Manny Pacquiao

Bare Eye

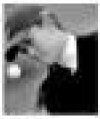
Recah Trinidad





Global City foot race fires off tomorrow

Miñoza 2 off pacesetters; Wie fires 81



WIE



Raptors nip Cavs; Spurs freeze Heat

TORONTO—CHRIS BOSH POURED IN 25 points and pulled down 14 rebounds as the Toronto Raptors shocked LeBron James and the Cleveland Cavaliers, 95-87, to snap a six-game losing streak on Wednesday.

Woods keeps Slam crown



TIGER WOODS

Amateur leads Aussie Masters

Spadafora wins 1st fight after leaving jail



PAUL SPADAFORA

Sultan, Delic dispute WBF title



Southeast Asian teams bring mixed expectations to Doha



JAPOY LIZARDO

SPORTS



Peping to seek IOC help on cage row

Arcilla, Ruel in semis

Top 4 ladies validate formchart with q'final victories







CHS cockfest up at Pasay today

₱1-M poker southern swing ends Saturday

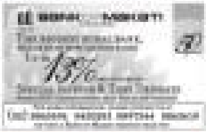






BUSINESS

Editor: Raul O. Marcelo • Assistant Editor: Dennis B. Marinas



Oakwood sold to Singapore firm for ₱2.7B



By Elizabeth L. Sanchez

AYALA HOTELS INC. AND PARTNER OCMADOR PHILIPPINES BV have sold Makati Property Ventures Inc., owner of Oakwood Premier Ayala Center, to Ascott Residence Trust of Singapore for ₱2.7 billion.

IN THIS ISSUE

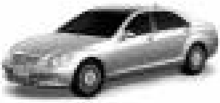
- Cosmos loses fizz /B3
- SMC sees no wrongdoing, clears P10-B 'fraud' /B2

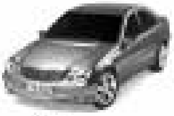
SMC sees no wrongdoing, clears ₱10-B 'fraud'

But whistle-blower cries 'white wash,' stands firm on claims of irregularity

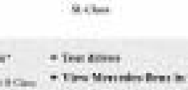
PSE suspends trading of SMC shares

Oakwood sold to Singapore firm for ₱2.7B











Cosmos loses fizz

COCKTAILS

Hector C. Bayoneta

Cash gets more Carry

Money-go-round

Heard through the grapevine

Gov't sets up P200-million export fund

By Doris C. Dumlao

Naia-3 issue drives away investors

Mt. Diwalwal contract bidding set for Feb. 15

Neda chief says RP lost $300M-400M in investments due to negative image

SLTC gets $50-M loan for SLEX upgrading

PRULINK	PRU LIFE UK	
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

INSULAR LIFE	[illegible]	
	[illegible]	[illegible]
Fixed Income Fund	[illegible]	[illegible]
Balanced Fund	[illegible]	[illegible]
Equity Fund	[illegible]	[illegible]

Creative man creates very creative business ideas



ANDY LAW

By Margie Quimpo-Espino

CREATIVITY FROM PEOPLE working in an advertising agency is regular fare. Most people who go into this industry have quirky minds that show in the numerous ads they create.

Going global

Bigger markets



In the right place (at right time)



Creative man creates very …



TV SCHEDULES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

"Why is ad recall . . .

From page B2-4

ing mix. In communication, a similarity lost its significance to PR, publicity, events and other non-of-media channels.

And most importantly, advertising's credibility has suffered from a renewed Moore's and Metcalf's laws: its credibility loss has been accelerating at the speed of Moore's law, and the scope of its credibility loss has been widening at the expansion rate of Metcalf's law.

"Nature abhors a vacuum. Sooner than later, something else fills that vacuum." And so it is in the advertising world. The vacuum in ad effectiveness that ad recall has been creating with its accelerating loss in consumer credibility is being filled by something else that consumers are using as basis and reason for buying a brand. That something else is brand recall.

Consumer behavior research is telling us the following about brand recall. In many more cases and occasions, consumers buy because of what they have learned and appreciated about a brand more than because of what they recall about what its advertisement said. So more and more because of brand recall than ad recall.

In our research, we measure brand recall by asking consumers everything they know about a brand but without relating this to the source of their brand knowledge.

This is important because you can always argue that brand recall came from the ad recall. Our test this source of contamination by explicitly deleting it from your questionnaire.

So do we completely throw away ad recall? No, not really. If we don't, what then do we do with it?

Drivers of ad recall

In our research, we draw on its usefulness and function as a "bridge" or "gate" to discovering and measuring potential and actual consumer buying. (In consumer research language, it's our screening question to probing on consumer word-of-mouth behavior toward ad recall.)

That's basically the word-of-mouth value of the ad recall. Our research calls this "the ad recall buying effectiveness metric." It's the percent of "ad recallers" who either (1) told others about the recalled ad message, (2) discussed or told others the recalled ad message, or (3) asked others if they heard the recalled message. These "others" can be a family or household member, a friend, a neighbor, an officemate and the like.

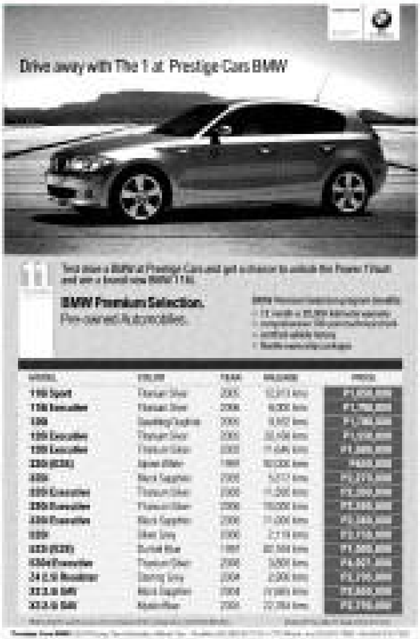
Increasingly, our research data are showing that in 7 to 8 out of ten successful TV ads, it is not just the TV exposure alone that was the driver of success (measured as increased brand sales, consumer usage, trial purchase or repeat purchase).

It was the word-of-mouth extension of the ad recall that was a co-driver. In fact, in more cases of the 7 to 8, it was the word-of-mouth that was the multiplier driver (especially if your ad gets posted on YouTube). TV was just the additive driver.

Some of our readers who are interested in learning more about word-of-mouth may have missed our several columns on word-of-mouth advertising and word-of-mouth as an ad media. To request for soft copies of these columns email us at the address below.

Keep your questions coming. Send them to us at Marketingfile@... Gabbing!

BUSINESS *Friday*



"Why is ad recall no longer a good ad effectiveness metric?"

MARKETING Rx
Dr. Ned Roberto & Andy Roberto

Q. IN A RECENT MARKETING conference, we heard that you were more than critical of advertisers who are using advertising recall as an ad effectiveness metric. Our marketing director who was in that conference e-mailed us after and instructed us that from now on we should drop ad recall in our ad effectiveness study. He said he doesn't want to see anymore the ad recall score of our TV ad when we're presenting our research on our TV campaign's post launch effectiveness.

We are not at all clear about this rejection of ad recall as a good ad effectiveness metric. We remember attending your advertising research seminar way back in 1998-1999. You basically endorsed ad recall as a useful ad effectiveness indicator. In fact, you told us then, that ad recall is a measure of "the quality of ad awareness," suggesting that it's a better ad effectiveness measure than ad awareness.

We also remember your selling us that ad recall is P & G's favorite ad effectiveness indicator. You even called it "P & G's philosophy of a good advertisement." It was on the basis of this proposition from you that since then, we've never missed including ad recall in our post launch ad effectiveness study.

So to start with, please tell us if you actually said what our marketing director told us you said about ad recall. If you did reject ad recall, then please help us understand why. If 8 years ago, it was a good effectiveness measure why is it no longer good now?

A: Your first question is easily answered. It's correct that I suggested that in today's media world and landscape, ad recall is no longer a good ad effectiveness metric. What your marketing director missed telling you though is that I suggested a replacement that's more suitable to the current times. That's brand recall which leads us your second question.

You have to admit that in today's full-blown digital world, eight years is a long time. That's nearly a decade. And many things can change in eight years.

The generalized version of Moore's Law tells us that in the digital world, the speed of change doubles every 18 months. Metcalf's Law adds the other dimension of scope to speed. It says that we are getting interconnected "in direct proportion to the square" of our networkings. Moore is Gordon Moore of Intel while Metcalf is Robert Metcalf, founder of 3Com.

In marketing, one of the things that have changed rather dramatically is advertising. Its role in the marketing mix, its significance as a communication tool and its credibility among TV viewers, radio listeners, newspaper and magazine readers and other ad media audiences. In the marketing mix, advertising has become inseparable from promotion: the A&P.

The new "A" has a normative implication. If you are to advertise your brand, make sure you also promote it so you'll maximize your buyers to buy now and not later. And if you are to promote, then make sure you advertise your promotion so you'll get many consumers to learn about your promotion and thereby generate a larger base of promo participants.

Over the years, the A&P budget has tilted in favor of more promo than advertising. This has prompted many marketers to now talk about P & A rather than A & P.

If you now look over today's communication landscape, advertising has increasingly lost its prominence. PR, publicity, events, sponsorship, product placement in movies and TV shows, and direct response advertising via the Internet and mobile phone have been sharing the limelight that tri-media advertising used to dominate.

More and more share of communication voice and communication investments is leaving advertising in favor of PR, publicity, events and the like.

Ad, PR or Word of Mouth?

Most importantly, consumer credibility is also quickly moving away from advertising and entering PR, publicity and, in particular, word of mouth. In fact, Al Ries predicts that PR will take over advertising because advertising is speedily losing its remaining consumer credibility.

Actually if you read Al Ries carefully, you will discover that he's talking of PR not in its traditional form but in the word-of-mouth and/or word-of-mouse versions.

Before, in back in the 70s and even 80s, it was reasonable to say and there was enough consumer behavior reality to believe that "consumers buy a brand because of what they recall from (see) the TV commercial for that brand."

But today, advertising has lost its premier consumer persuader position in favor of promotion. In the market...



Megaworld Corporation

Making a Giant Mark on Metro Manila's Landscape





Mega-sizing Communities in Metro Manila



Eastwood City

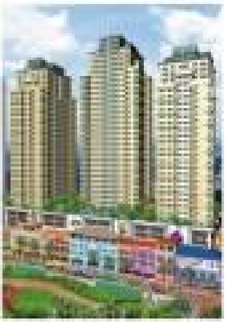




Cityplace

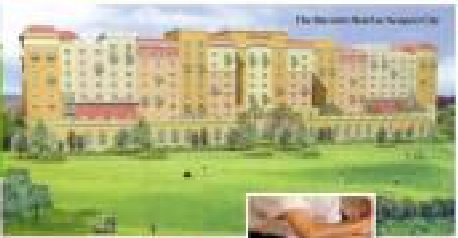






Megaworld Corporation

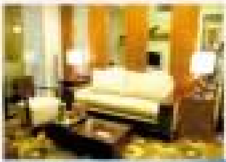






Newport City







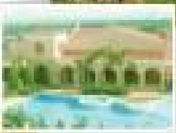








McKinley Hill















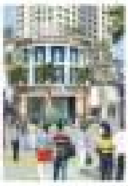
Manhattan Garden City









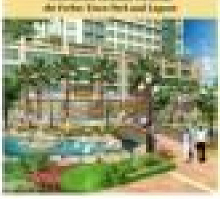


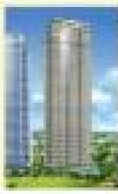


Forbes Town Center













Showing the Way in BPO Office Development



Eastwood City CyberPark





Megaworld Corporation





Newport City CyberPark

McKinley Hill CyberPark





A Strong Share in the Overseas Filipino Market









Megaworld Corporation



A Euro-style wagon for 900K? Why not?



Local car dealer conducts seminar for PUV drivers



ROADTALK

Solving an exploding radiator cap, boil overs





DLSU bags 2nd Interschool 2007 Kartfest Championship

Motorists are talking about...

What's turning heads in and around the metropolis?



Roof racks, bike carriers

The 'smart' patrol





Performance upgrades

Motorists are talking about...

Engine protection





Going fast and furious

Nissan's sizzling hot deals

ROADTALK

A Euro-style wagon for 900K? Why not?

Suzuki opens 3S shops in Gapan City, Subic



Tucson earns highest initial quality ranking in its segment

Hari holds 1st business forum at Hyundai E. Rodriguez

LIFESTYLE

Editor: Chelo Banal-Formoso

WEDNESDAY 2BU • FASHION & BEAUTY







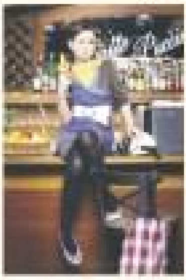
IN THIS ISSUE

RADIANT maturity /C2

85 YEARS of fashion /I1



WEARING Pinoy pride /H1



DRESSED up and pretty /G1



SHORT and chic /H2



SPOTTING 'em all /E1





Radiantly mature

Text by [illegible]
Photos by [illegible]

BOBBY NOVENARIO DIDN'T HAVE TO look very far to find inspiration for his Holiday 2006 collection. He simply imagined what would make the ladies who lunch in his own neighborhood happy when they graced the grand festivities of the Christmas season.

Novenario resides in an exclusive Makati village, and many of his neighbors are also his customers.

The results are flamenco-inspired dresses with layered and ruffled skirts these women can sashay in. After all, what's a party without a little dancing?

Nothing matronly about the clothes, though, as even if they're intended for a more mature market, Novenario acknowledges that his clientele "also want to look youthful." So the dresses come with bustiers or fitted tops with spaghetti straps. Other looks come with their own wraps or, as in one style, a tasseled mantilla with a single detachable bell sleeve that's very reminiscent of the flamenco costume.

Colors range from the classic black to sparkling gold, reds and burgundy to jewel hues like fuchsia, periwinkle and orange.

The veteran designer-entrepreneur said he opted not to look to Paris, which had a slew of dresses made of lace for the holiday collections, and decided on a material—silk chiffon—that's more abundant hereabouts. Retailing at P14,000 up, these exclusive designs are available at his eponymous stores in [illegible] 1 and [illegible] South Edsa. Novenario said one of his neighbor-clients had chosen one of his holiday designs to wear to her daughter's upcoming wedding.

The bulk of Novenario's business, however, relies on his [illegible] following—women whose pocketbooks aren't as hefty as his neighbors'. For this segment, he created lower-priced versions of the gowns, starting at P5,500, using poly-organza in lieu of silk. Sizes are medium to XL.



His clothes are intended for the ladies who lunch, and Bobby Novenario acknowledges that these women 'also want to look youthful'



ITALY IN MY MIND





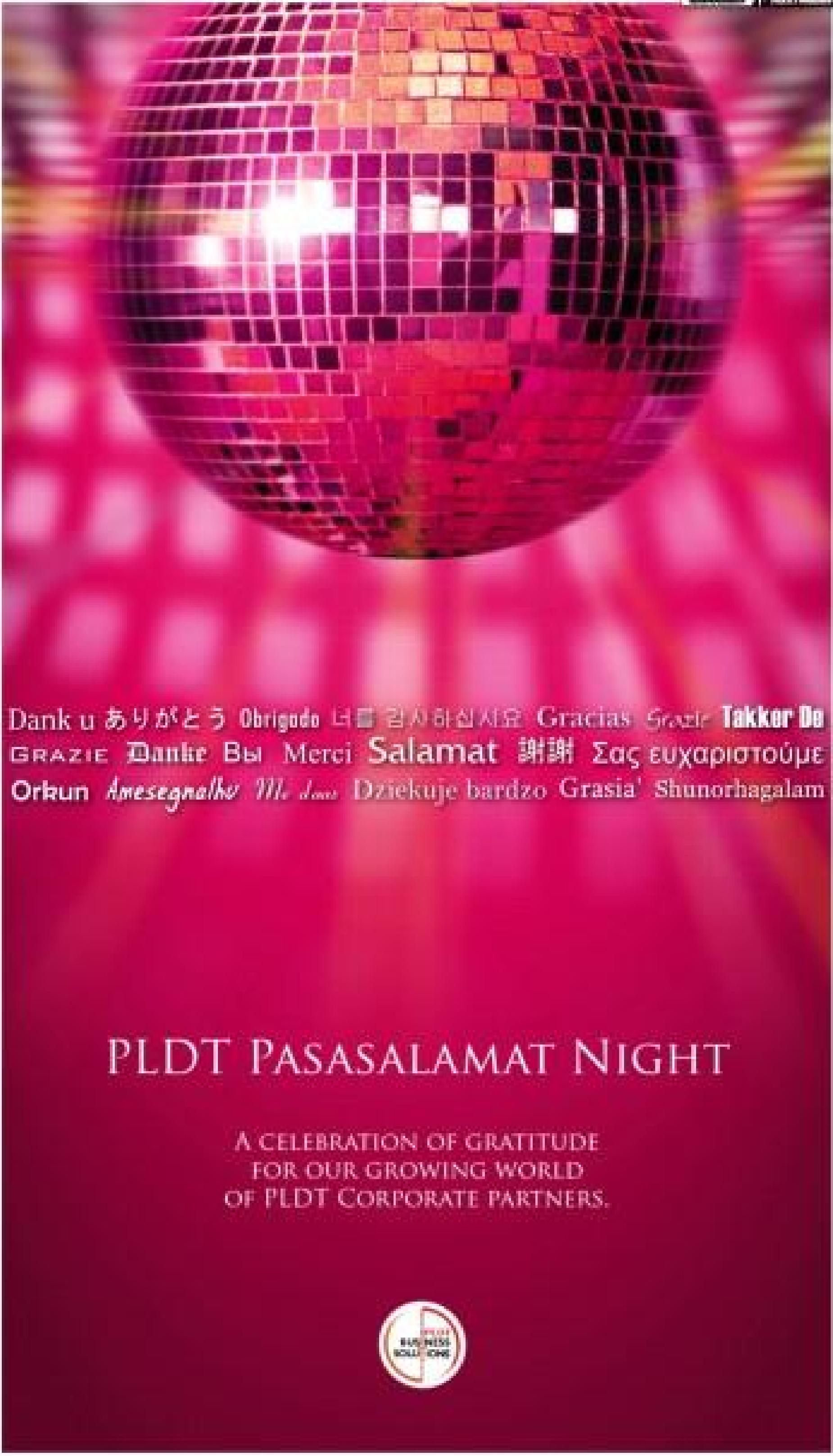
Italy's style and sensitivity captured in Van Heusen's 2006 Holiday Collection, a celebration of the indulgences of the season and a tribute to the stunning cities of la bella Italia





VANHEUSEN





Dank u ありがとう Obrigado Gracias Takkor De
GRAZIE Danke Вы Merci Salamat 謝謝 Σας ευχαριστούμε
Orkun Dziekuje bardzo Grasia' Shunorhagalam
PLDT Pasasalamat Night
A celebration of gratitude
for our growing world
of PLDT Corporate partners.

LIFESTYLE
Contributing editor
Editor

Natural beauty

Freelance interior designer Natalia L. Olondriz keeps it all simple and natural

BEAUTY

YOU WOULD EXpect that since she is just a recent graduate of the Philippine School of Interior Design, new bride and freelance interior designer Natalia L. Olondriz, 27, would look tired and unkempt.

Far from that. She glistens with a natural beauty that would make many women envious. She walks

TURN TO PAGE D2



NATALIA L. Olondriz



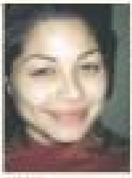
NATALIA'S beauty box

Prepping for that job interview



AFTER

The ideal look is halfway between the 'no-makeup look' and the 'polished look'



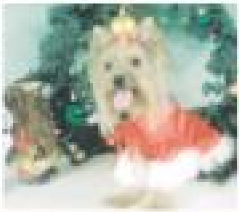
BEFORE

Hairstylists' training program



Online gift shopping





One-stop spa and beauty haven



New whitening product launched



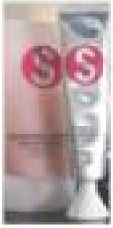




Natural beauty









A face that defies gravity

Makeover 911



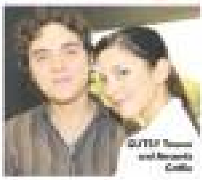


Water pressure

Muscle lessons



LifeStyle



CUTE! Troy ... and Amanda Griffin



BEAUTIFUL young achievers ...



Spotting 'em all

WITHOUT BATTING AN EYELASH



Maurice Arcache

Photos by Alex Van Hagen using Kodak EasyShare

HEY, I'VE BEEN BOMBARDED by requests verbally and through text messages from many individuals to come out more often with my "Spotting Them" column. And since I'm always out to please, here it is, ...

Basketball diaries

John single

Dressed to the nines

Spotting 'em all



On the prowl

Wise shopping

Two hot twosomes



Traffic trip

'I do'

All in the family

The cat on a comeback







A full holiday look from UK fashion house





CHRISTMAS MUSICALE

Christmas caravan

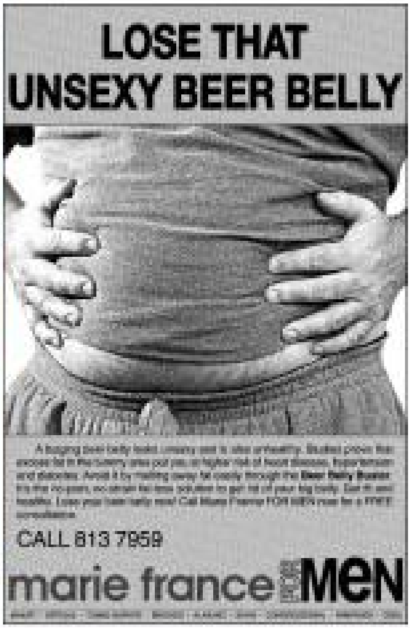
Batch '81 of UST Artlets to hold reunion

GOINGS ON



ULTIMATE 'COOKFIGHT'

COOK MAGAZINE, THE COUNTRY'S LIFESTYLE MAGAZINE OF THE PHILIPPINE GRAPHIC, and Westgate at Filinvest Corporate City in Alabang, are presenting "Cookfight" Nov. 24-25 at the Dal de Ete, Westgate Alabang. The event will feature the finals of "Club Cook," the magazine's official foodie convention, and the second season of "The Ultimate Fighting Cook." Club Cook is the official organization of the magazine's subscribers. Card-carrying members get discounts and other perks from partner establishments and access to assist Cook events and functions. Westgate Alabang is at Filinvest Corporate City, Alabang, Muntinlupa City. Visit www.westgatefilinvest.com.





LIFESTYLE





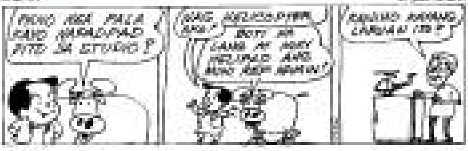
Three-fold trends

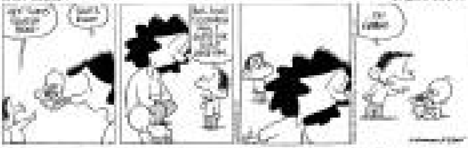
FREEWAY DEFINES THREE trends that are making their presence felt this season.

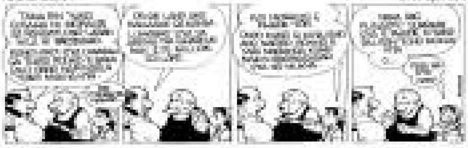
ComicRelief

FRIDAY, NOVEMBER 24, 2006



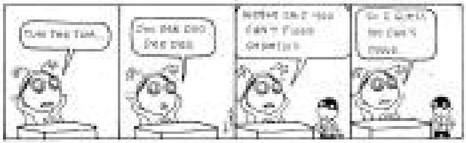








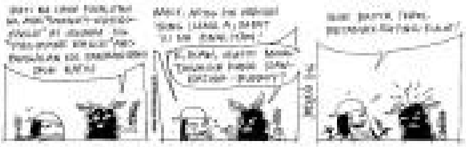


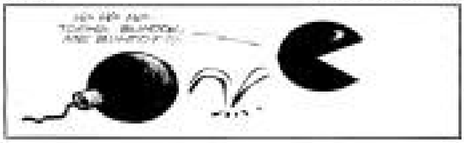


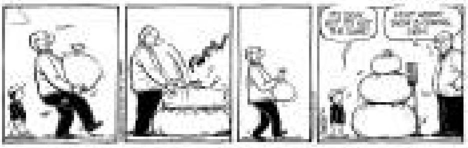




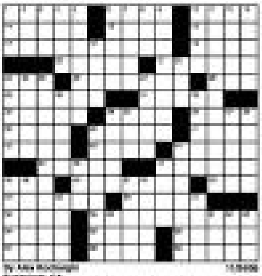
HOW PRIESTS TRAIN THEMSELVES TO BECOME PERPETUAL CELIBATES

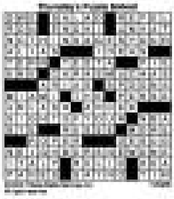






DAILY CROSSWORD





HOROSCOPE

CONCEPTS SUDOKU

Concepts Sudoku by Dave Green

		9		1		2		
3			2		8			1
		8		6		9		
7			4		3			8
		2		5		4		
1			7		9			6
		5		4		1		

Difficulty Level ★★★★

HOW TO PLAY SUDOKU

Catching the latest scents and smells

IMPERIAL SHIMMERING Body Milk has a light, soothing texture that penetrates the skin rapidly, leaving it fresh with a fine dusting of shimmering powder.

Meanwhile, by adding water to Radiant Sparkling Shower Gel, the product is transformed into a light and airy shower. The gel is formulated to maintain the balance of the skin.

The Radiant Body Cream deeply moisturizes the skin, leaving a delicate floating of shimmering powder.

Enviable

The new Gucci Envy Me, Gucci Envy's little sister, is a tender and voluptuous candy-colored fragrance with a vibrant floral heart.

A Gucci Envy me gift set (50-ml EDT spray, 50-ml body lotion and 50-ml shower gel) is available for P5,000.

For a limited time, Gucci also offers a complimentary "Envy me Gift with Purchase" consisting of a 5-ml fragrance, 20-ml body lotion and 20-ml shower gel with a minimum purchase of Gucci fragrance.

Gucci Parfums is exclusively distributed by Rustan Marketing Corp.



LIMITED OFFER
Montblanc offers the Starwalker gift pack, consisting of a 5-ml EDT spray, 50-ml shower breeze and 20-g deo stick for a minimum purchase of Montblanc fragrances. Offer good until gift supply lasts. Starwalker, which has a fresh and spicy fragrance, is the latest addition to the Montblanc family. Montblanc fragrances are exclusively distributed by Rustan Marketing Corp.



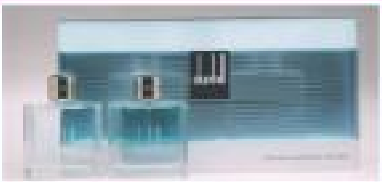
MYSTICAL SCENT
Thierry Mugler's latest fragrance, Alien, is a fragrance tailormade with the power to reveal the inner beauty inherent in every woman. The scent is a heady mix of warm solar amber, woody Cashmeran and floral notes of Jasmine Sambac. Alien, a strange and mysterious name for a perfume, comes in a symbolic amethyst raw-edged stone-like bottle with pale gold claws. Its name is engraved into the glass. Like Thierry Mugler's famous Angel scent, Alien comes in refillable and nonrefillable bottles. Exclusively distributed by Rustan Commercial Corp.

FEMININITY IN A BOTTLE
Most Lacoste Inspiration from Lacoste Parfums encapsulates femininity. With ingredients like white florals, sandalwoods and musks, it is a multifaceted fragrance. It is exclusively distributed by Rustan Marketing Corp.

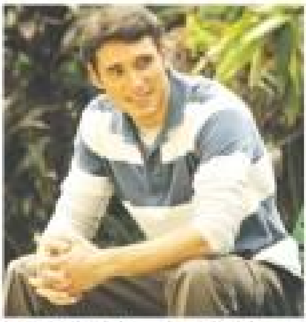




TOUCH OF BLUE
Escada invites a woman to celebrate herself and indulge her senses with its new scent, Into The Blue. It has a strong floral element, particularly in its heart notes. All notes of Into The Blue contain a watery element. It has a fresh floral fragrance that awakens the senses.



SCENTS OF A MAN
Dunhill offers the Dunhill fresh Gift Set (100-ml EDT spray and 100-ml aftershave balm) for P1,950 while supply lasts. Dunhill also gives away a gift pack (5-ml EDT spray, 50-ml shower breeze and 20-ml deo stick) for a qualified purchase of any Dunhill fragrance. Dunhill is exclusively distributed by Rustan Marketing Corp.



Stylish masculinity





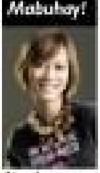




Mixed prints and mixed colors in bright hues give eclectic a fresh twist.

Dress me up pretty!

Mabuhay!



Jonni Epperson

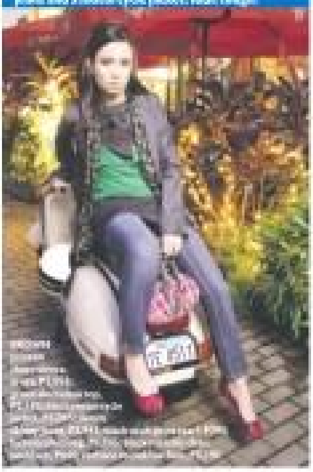
LORD CHESTERFIELD SAID, "Style is the dress of thoughts." So allow me to be so bold as to mix up his words and say that a dress is thoughtful style.

After all, today the dress has practically evolved into a wardrobe chameleon. Dress up, dress down, or dress to impress—the dress no longer has a one-shot-only shelf life.

Dresses have become versatile pieces that you can accessorize with piles of necklaces or belts or wear over jeans or leggings. You may also layer the dress with jackets or vests, and of course, strip to its essential by wearing it alone.

To get the lowdown on dressing up, we raided the racks of Topshop, the ideal place to find key pieces that would make all the difference in achieving a unique look. The premier British label, whose flagship store is located on Oxford Street in London, has been making news lately due to noted personalities and

Roughen up the glam chick—silk dress with denim jeans and a motorcycle jacket. Ride tough.



Schoolgirl minis and a basic look give your dress a preppy makeover.



Piled-on lace in prints, trimmings and fabric—the face of the New Romantic.



Throw on a denim apron over a knit dress for that country chic look.



Dress me up pretty!

Accessorize your dress to come up with a look suited to your personality and mood

[illegible]

E-mail the author at [illegible]





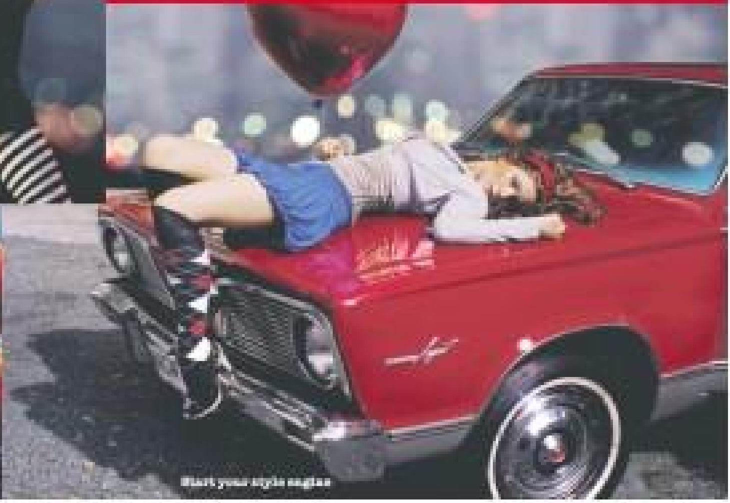
Bite me!

Be delicious!

TOMATO LAUNCHES ITS HOLIDAY collection that is all about London Chic meets LA laidback.



Fashion drive



Start your style engine



Pop star



LINDSAY LOHAN, Miu Miu's face for Spring/Summer 2007

FASHION BUZZ

Hot, haute, hot news!

Casting coup

[illegible]





Step into J.Lo's shoes

[illegible]



JENNIFER Lopez



WEDGE wonder



METAL in motion



FASHION



Fashionably proud

PACMAN FEVER is gripping the Philippines once again. The legendary boxer is the talk of town—the headline of newspapers, the cover story of magazines, and the larger-than-life focus of traffic-stopping billboards.

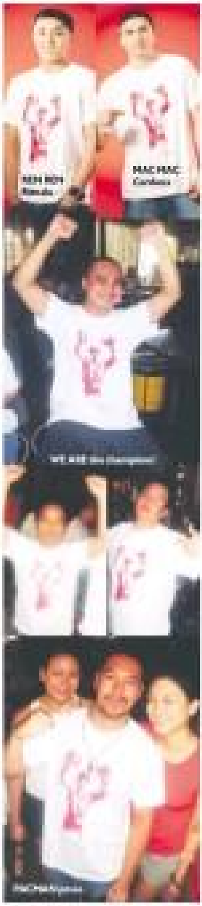
The nation [illegible] Pacman phenomenon [illegible] industry [illegible]

Nike Philippines has set the trend with its iconic Manny Pacquiao T-shirt encouraging Pinoys to be fashionably proud.

The shirt, depicting the iconic victorious image of the world's best pound-for-pound boxer [illegible]

Men, women, kids, celebrities, [illegible] and even fashionistas have been caught proudly sporting the shirt in celebration of the nation's pride and the people's champion.

[illegible]







Short order

Hemlines will continue to rise to feverish levels

[illegible]

By [illegible]

IF YOU HAVE LATELY BEEN swearing buckets from your Thigh Master routine, hoping with all hope that squeezing one metal tube between your knees would give justice to those new skinny pair of jeans, prepare to do more now as hemlines will continue to rise. This is if the spring collections are anything to go by.

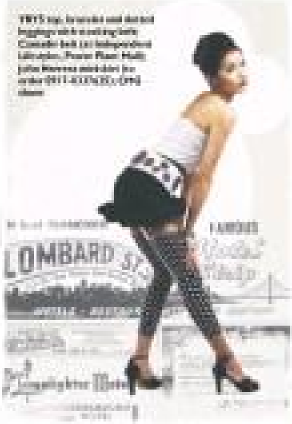
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[illegible]



[illegible]



[illegible]



[illegible]

[illegible]

[illegible]



Robinsons Supermarket
Be a Merry MILLIONAIRE
1 Winner
P1Million
Cash
in cooperation with
SAN MIGUEL CORPORATION
1 Winner
MITSUBISHI L300 FB
plus P100,000
worth of Shopping Spree
31 Winners
P15,000
worth of Robinsons Supermarket Gift Certificate
Every P300 single receipt purchase of participating category products entitles you to join the raffle.
Promo period:
November 15, 2006 to January 15, 2007
Draw date:
January 30, 2007
Eat Well Spend Less
ALL ROBINSONS MALLS
Araneta Square, Caloocan City
Banilad Town Centre, Cebu
Berkeley Square, Commonwealth
Circle C Center, Congressional
Eastwood City, Libis
Good Earth Plaza, Avenida
Magaland, EMall, Naga City
Nepo Mall, Dagupan
Nepo Mall, Angeles, Pampanga
Malabon Citisquare
Metropolis Star Alabang
Susano Complex, Novaliches
Target Mall, Sta. Rosa, Laguna
Tutuban Center





150 years of British luxury

AFTER 150 YEARS, BURBERRY's iconic trademark check has become classic British elegance and luxury.

[illegible]

Burberry is exclusively distributed by Store Specialists Inc. Burberry boutiques are at Greenbelt 4, Rustan's Makati and Shangri-La Plaza Mall.







LIFESTYLE

FASHION



PRESENT during the various activities in Hong Kong are PPR chairman-CEO François-Henri Pinault, Gucci CEO Mark Lee, Gucci creative director Frida Giannini, Gucci Asia-Pacific president Mimi Tang and Gucci Group president and CEO Robert Polet



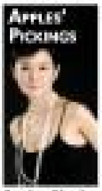


THE AUTHOR with Gucci Asia-Pacific president Mimi Tang and Gucci CEO Mark Lee

Heritage of style

Gucci marks its 85th year by opening the biggest store in the Asia-Pacific

APPLES' PICKINGS



Apples Aberin-Sadhwani

AS GUCCI CELEBRATES ITS landmark 85th year in the luxury business, Tom Ford's edgy, predatory, unabashedly sexy Gucci woman is transforming into Frida Giannini's softer, more feminine version. "The Gucci woman is still strong and edgy but also confident, playful, optimistic, sensual and powerful," she says.

[illegible]

HERITAGE 12





the cool-lection the cool-lection the cool-lection the cool-lection the cool-lection the cool-lection the cool-lection

Heritage of style

From page 8

[illegible]

Golden beacon

[illegible]



"THE BUILDING is a beacon–a beautiful light box with a golden glow at night," says Gucci CEO Mark Lee.

It's showtime

[illegible]



LEO Gucci Spring/Summer 2007 collection

[illegible]





AWESOME ACCESSORIES The Landmark exclusive collection of bags, jewelry and mahjong sets is especially designed for the Asia-Pacific market and will only be available in the Hong Kong flagship store.



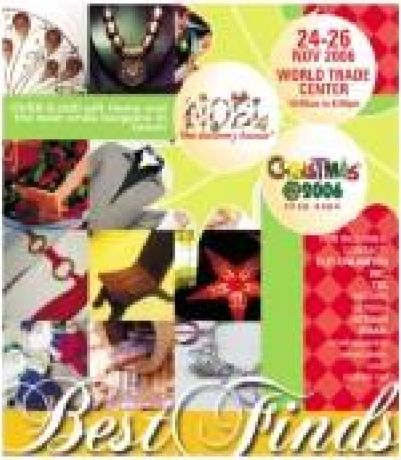
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P1M
P1M
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Bumuo lang ng group of 3. The more you load, mas maraming discounts at mas marami ding chances of winning!
How to join the RAFFLE:
Prizes:
How to start a group:
Raffle entry accumulation table:
How to join a group:

SBMA at 14 - On top gear

From a mere five projects approved at the start of the year, the Subic Bay Metropolitan Authority is on its way to a banner year, after leading the country's list of investment promotion agencies (IPAs) in the first half of 2006.







Subic Bay: A topnotch tourist destination

'It's the experience that we sell'







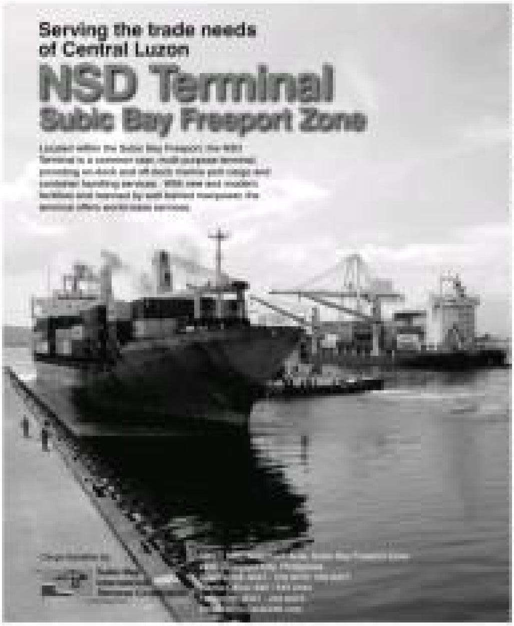
SBMA at 14 - On top gear





SBMA is best in Enercon

Infra for Subic-Clark corridor takes shape



Messages

Emerging realities and developments in the region also challenge us to sharpen our competitive edge as a Freeport and integrate successfully into the mainstream of Asian growth activities

















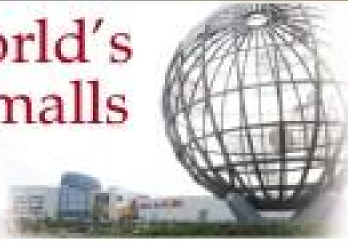


Subic volunteers and workers hailed

SCAD experts see potential for Subic-Clark airport plan

The Season of Giving; the Reason for Shopping

3 of the world's 10 largest malls are in RP



By Joel V. Nigas

THE PHILIPPINES MAY BE a Third World country, but in terms of facilities and services, its citizens get world-class.

In a recent study by Emil Pocock, professor of American Studies at Eastern Connecticut State University (that can be found at the university's website and published recently in The Wall Street Journal Asia), three of 10 of the world's largest malls are in the Philippines. These are the SM Mall of Asia, SM Megamall and the SM City North Edsa. Included also in the top 10 list are four malls in China, two in the United States and one in Canada.

"These large shopping malls seem to hold the same fascination as the tallest skyscrapers, the longest bridge spans, and a host of similar extreme achievements in architecture and engineering," says the study. "They actively promote their size with pride, implying that they offer a greater variety of merchandise or a richer consumer experience in comparison with their smaller competitors."

The world's largest mall is the South China Mall in Dongguan, just across the border from Hong Kong. It has 50 percent more floor space than the Pentagon, the world's largest office building. The mall prides itself with a 2.1-kilometer artificial river and themed shopping areas. It was opened last year.

The ten-floor Golden Resources Mall, located at Beijing's west side, opened in October 2004, was briefly the largest shopping mall in the world. The South China Mall eclipsed it in late 2005. This mall boasts of 230 escalators across six floors.

The SM Mall of Asia, which was opened in May 2006, ranks third. One of Manila's newest malls, shoppers here can jump on a tram to travel between stores. This mall boasts of the first IMAX Theater in the Philippines and the first mall underlying by the beautiful and scenic Manila Bay.

The two other SM malls in the top 10 list are SM Megamall and SM City North Edsa.

SM Megamall, which is the fifth largest mall, is noted for its ice-skating rink, the first in the Philippines and which introduced to Filipinos a sport otherwise unpopular in tropical countries. SM City North Edsa, the eighth largest, is the first shopping mall that dominated shopping in Manila. It started the Philippine malling phenomenon as we know it today. The mall opened in 1985.

The West Edmonton Mall in Alberta, Canada, completed in 1985 at a cost of $750 million, remains the largest enclosed shopping mall in North America. It ranks fourth in the world.

This mall encompasses 800 stores (including 8 department stores), a 360-room hotel, and 110 restaurants and eating places. Its list of amusement places is also impressively large. There is a full-scale amusement park with 47 different rides, an ocean wave swimming pool with sand beach,

MALLS/B3

3 of the world's 10 largest malls are i

From page K1

[illegible]

Start of retailing culture

[illegible]

Malls in Asia

[illegible]



BESTSELLI TAKE CENTER TOY KINGDOM

This season's hottest toys are briskly traveling from their display shelves to the checkout counters of Toy Kingdom Express located inside SM Department Store.

The play-explore-discover toys are guaranteed to bring smiles and provide hours of fun and learning to children 6 months to 12 years.

Smart Starters

Of the 10 hottest toys, four are designed by **Fisher-Price**, **Vtech** and **Shelcore** for smart starters (babies from 6 months to toddlers up to 3 years).

The toys for this age group open a new world of interactive learning – encouraging and rewarding physical accomplishments with exciting activities that make babies and toddlers want to try… and try again!



n RP



The world's mega-malls

The 10 largest malls by leasable retail space

[illegible]	[illegible]	[illegible]	[illegible]
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ng Toys
Stage at
m Express

Action Heroes

For kids ages 6 to 12 years, a whole new universe of learn 'n play discoveries is given new dimension by imaginative sets like the 14" **WWE Ring Giants** posable action figures like Batista.

Dragons A-field

On the other hand, the **Megabloks** metal reptile collectible sets of 10 pieces each transport kiddies to the dawn of the Metal Age when dragons roamed the earth.

Techie Toys

For techie kids, there are of course the Micro Magnetics Power Tower set from **HotWheels** and **Sony PSP Playstation Portable**.

Dancing Barbies

Barbie and the 12 Dancing Princesses collection offers pre-teeners the opportunity to enter the magical world of make-believe where pretty dolls like twin sisters Hadley and Isla dance to their heart's content in a castle full of fun and delightful surprises.

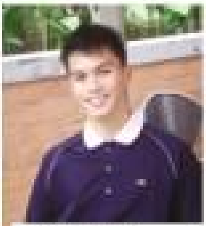
Digital Pal

Pixel Chix pal is a 2-D girl living in a 3-D world. Press the buttons on the fashionable, handheld house to help her decide all kinds of things, like what to do, or where to go.

Stuff your kids' stockings with the hottest best-selling toys only at **Toy Kingdom Express**, located at all SM Department Stores.

SM Storyland celebrates all seasons





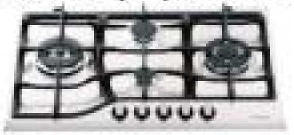
DUCKS UNLIMITED PRE-HOLIDAY SALE

Mon David, Enrique Marcos at The Podium

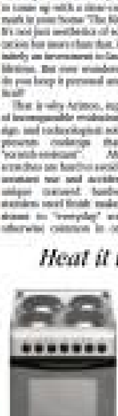




Scratch-resistant feature measures up to your kitchen



Heat it up with Indesit



The Season of Giving; the Reason for Shopping



Luxury in your home

Spanish furniture-maker Mariner continues to create exquisite pieces with the same detailed process used for generations



By Marise D. Salazar

FOR FOUR GENERATIONS, MARINER furniture from Valencia, Spain, has been adorning homes all over the world with their luxurious household pieces.

Its distinct handcrafted designs and signature pieces make it stand out among the other names in the industry. This is one of the reasons Mariner is the most reputed firm in the furniture business.

Locally, Mariner is exclusively distributed by the Imperial House of Furniture, Gifts & Porcelain located at the Shangri-La Mall in Mandaluyong with branches at SM Megamall and Ayala Center in Cebu.

The furniture line is known for its intricately designed pieces which were mostly done manually. Although technology has given way to much easier processes, the Spanish company sticks to doing some of the designs the old-fashioned way.

"We cannot compromise tradition," says Barbara Gil, marketing and sales manager of Imperial House of Furniture, Gifts & Porcelain. "There are no shortcuts in doing the century-old designs."

Mariner is using different types of wood abundant in Valencia in making their furniture pieces. Oakwood is used as the base and to add more color and variety Palisander, Cherry Wood, and Ebony are used for veneering and in-laying decorations.

These designs of Mariner furniture and other household pieces are carefully done by hand from in-laying to foundry works. Brass is the material most commonly used for these designs.

"The work is as meticulous as ever," Gil explains. "When they do the inlaying they use tweezers to put the small and fine pieces." The process, according to her, has been done since the company started more than a century ago.

The particularly thin sheets of wood shaped with various designs are also done manually. To give it a more classical appearance, its edges are burned to give [illegible] rich dark shades.

The exclusive distributorship of Mariner Furniture in the Philippines was acquired by the Imperial House of Furniture, Gifts & Porcelain. Imperial is also the exclusive distributor of other high-end brands like Guest [illegible] [illegible], Lladro porcelain figurines also from Valencia, Precious Moments figurines from the United States, and Swarovski Crystal Figurines and [illegible]

Luxury in your home

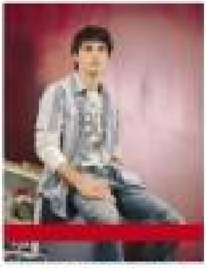


Warm up Christmas with Sunnex



Honeywell unveils affordable lineup





Samuel and Kevin sets up shop in RP

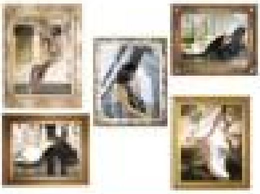
Siomai, siopao, and other servings from a busy corner

The trouble will be in the choosing!

Happy Feet introduces its new line of shoes - the Hot Flats by Happy Feet



Athena Alexander: providing stylish comfort this X'mas





'Tis the season for TGI Friday's gift certificates

This Christmas, bring home Mercedes







M&M's wants to Jazz you up this Christmas!



Opal, for the woman on the go

The Season of Giving; the Reason for Shopping

Top export products for local sale at Buy Pinoy fair

French fine footwear lives on







Time for a maintenance check

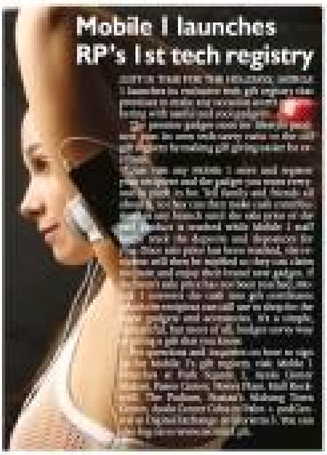
Viewing pleasure in your hands



The ne

A different cologne for unique moods





Mobile 1 launches RP's 1st tech registry

Globe Bida Kard offers special privileges for moms



w urban lifestyle concept



Christmas tree-lighting concert at the Mall of Asia

Gear up with Balikbayan Gear



Win P1.5M, and an all-expense paid vacation



Speedo makes big splash at Greenfield's Paseo de Santa Rosa

Weekend package from Bayview Park Hotel to MBA

GMA Noel Bazaar opens today

Huge price markdowns on Nextbase products



FREESTYLE OPENS 'TIANGGE ALONG DA RIVERBANKS'

LIVING Stars

Editor Emmie G. Velarde

Books

CRISTINE REYES



Marinel R. Cruz

Favorite Nooks

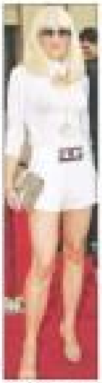


JETT PANGAN

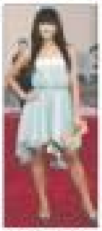
Bayani San Diego Jr.

Red Carpet

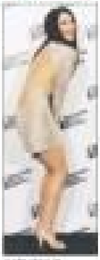
The American Music Awards head turners



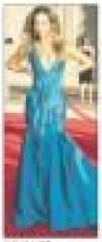
GWEN STEFANI



NELLY FURTADO



KATHERINE MCPHEE



BEYONCE



CARRIE UNDERWOOD

Round 2 for celebrity boxers

THEY WORE HEAD-gear because they couldn't risk damaging their faces.





KRISTINE HERMOSA





CESAR connects with a left hook. He won over Charlie Baluca.



JOHN Hall connects on Christian Vasquez. International referee Bruce McTavish swiftly moves to pull them apart.

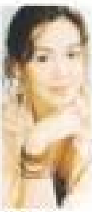

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Entertainment



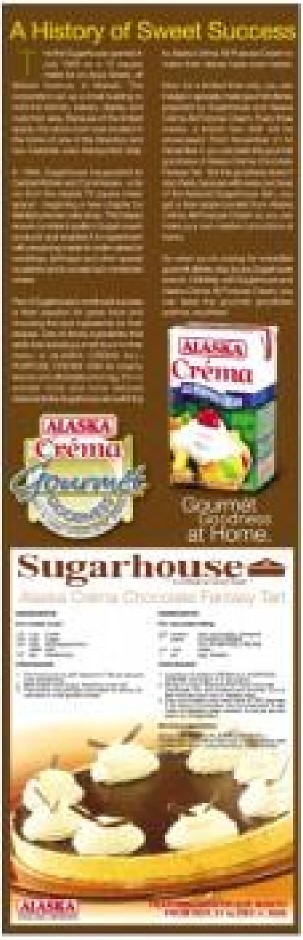
Robin Gibb on going solo: Fun!

By Pocholo Concepcion



CLAUDINE BARRETTO

Truly, madly, preggy

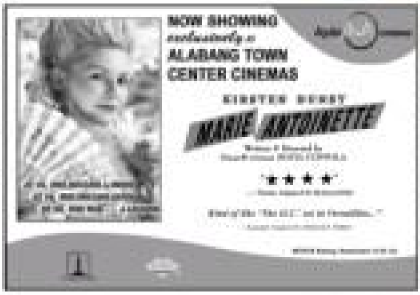




Truly, madly...




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Greenbelt
Ayala MUSEUM
HAPPY FEET
Meet & Greet
HAPPY FEET
Penguins
NOW SHOWING
AT AYALA MALLS CINEMAS
DORA'S SING-ALONG FIESTA
NICKELODEON

Fun time at the movies

VIEWFINDER

Nestor U. Torre



Suzuki Music Kids

Robin Gibb on going solo: Fun!

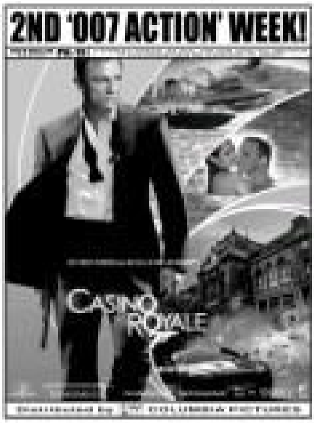
















More, Barbra! And Moore, Demi!



ONLY IN HOLLYWOOD
Ruben V. Nepales

Imaginative tale

Having it all



BARBRA STREISAND gives a rare—and rousing, as usual—concert.



EMILIO ESTEVEZ directs ensemble film



DEMI MOORE: Happy with non-traditional family

Greatest gift